

Great Salt Lake Advisory Council
Communications/Marketing Sub-committee
Draft Communications/Marketing Recommendations

Once support for GSLAC recommendations and drafted legislation is gained by Governor Huntsman, broad support from interested stakeholders and the legislators will be needed.

Gain sponsorship for a marketing plan targeted at legislators and general public (endorsements from influential companies such as Chevron or Kennecott)

- Radio spots
- Distribute Fact Sheets
- Use photographs from Paul Higgins or Charles Uibel
- Distribute Great Salt Lake video, “INTO A WORLD OF WONDER” to key stakeholders and people of influence (the one that has been playing extensively recently on Davis Channel 17, starring Don Paul, Genevieve Atwood and Terry Tempest Williams).

Gain support from interested stakeholders

- Conduct tours (one for legislators, one for stakeholders) of GSL (ex. Antelope Island, airboats)
- Have GSLAC members target and present to groups
- Use county calendars
- During the legislative season, have County lobbyists approach legislators (look up ethics guidance before seeking support)
- Talk to County Representatives at County Caucus Meetings (Salt Lake County, Davis County, Weber County, Tooele County, Box Elder County)
- Utah Office of Tourism

Confer with Representative Ferry and Senator Eastman about approach to the legislature

Timeline: will fill in after 02/19/2009 council Meeting

Interim: Month/Date/Year

Legislative Session: Month/Date/Year

Stakeholders:

- Business and Industry (Brine Shrimp, Minerals, Special Service Districts, Union Pacific Railway, Wasatch Front Regional Council)
- Duck Clubs (Utah Waterfowl Association)
- Utah Airboat Association and GSL Yacht Club
- Birders (National Audubon Society, Duck’s Unlimited)
- Environmental Groups (Great Salt Lake Alliance, FRIENDS of Great Salt Lake, FRIENDS of Antelope Island, The Nature Conservancy, Sierra Club, League of Women Voters, Dia Art Foundation)
- Academia

- County Representatives (Salt Lake County, Davis County, Weber County, Tooele County, Box Elder County)
- Utah Office of Tourism

Other Discussions:

- Need for a GSL Visitors Center off I-80 (including information at Wendover)
- GSL not mentioned in the Utah Office of Tourism Brochure
- Funding for a GSL commission could come from Tourism (tax on packages car rental, hotels etc.)